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EXTENSION SERVICE
REVIEW

U.S. DEPARTMENT OF AGRICULTURE * JULY 1969



VIETNAM AGRICULTURAL ADVISORS

See Page 16

The Extension Service Review is for Extension educators—in County, State, and Federal Extension agencies—who work directly or indirectly to help people learn how to use the newest findings in agriculture and home economics research to bring about a more abundant life for themselves and their communities.

The Review offers the Extension worker, in his role of educational leader, professional guideposts, new routes and tools for speedier, more successful endeavor. Through this exchange of methods, tried and found successful by Extension agents, the Review serves as a source of ideas and useful information on how to reach people and thus help them utilize more fully their own resources, to farm more efficiently, and to make the home and community a better place to live.

CLIFFORD M. HARDIN
Secretary of Agriculture

LLOYD H. DAVIS, Administrator
Federal Extension Service

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EXTENSION SERVICE**REVIEW**

Official monthly publication of Cooperative Extension Service; U. S. Department of Agriculture and State Land-Grant Colleges and Universities cooperating.

CONTENTS

	Page
Help-by-Mail	3
Idaho whips bean blight	4
Happiness is . . . knowing how to care for clothes	6
Lime—profit hiker	8
Improving community health	10
4-H government day	12
Agro-10-40	13
Operation Shirtsleeves	14
" . . . teach him to fish . . . "	16

Some voluntary advice

America is beginning to realize that her many needs cannot be met entirely by those who are paid for their services. For many of the little "people-to-people" jobs—and some of the bigger ones—so important to maintaining a healthy society, we must depend more and more on those who do them simply because they want to—volunteer workers.

To some, this may appear to be a relatively new idea. To Extension, it has been the basis for the past half-century of work. Extension, in fact, is an operating example of the merits of using volunteer workers. Volunteer 4-H leaders make the 4-H movement possible; volunteer leaders of homemaker clubs extend the services of Extension home economists; volunteer members of community development groups are making many areas a better place to live.

As others begin to use volunteer workers, they may ask us the secret of our success. Can we pinpoint it? Probably the closest we could come is to say that our volunteer workers have not been working for us; we have been working for them. The programs are theirs, not ours. We bring our educational and organizational resources to bear on their expressed problems and needs. We "carry the ball" only as long as necessary and then turn it over to the people. The projects are successful because they are done by people who are working because they want to.

So perhaps the best advice Extension could give to organizations who are newcomers in the use of volunteers is: don't ask for volunteers to carry out your programs; ask the volunteers how your program can help meet their goals.—MAW

In Lawrence County, Illinois, homemakers of all ages get home economics information through several channels, including newspapers, radio, and television.

Young homemakers in particular often need and want help in many areas of home economics, especially food and nutrition. We define young homemakers as those under 30 years of age and married for no more than 5 years.

The Lawrence County Extension Council, after studying ways to reach young homemakers with reliable information, decided to use the mail for communication. Thus, the "Help-by-Mail" service was started.

Seventy-five homemakers were selected to receive a series of eight weekly letters. Most of these women were high school graduates, the average family size was three, and average income level ranged from the upper-low to middle brackets.

The subjects of food, clothing, and laundry, we knew, were of particular interest to young homemakers. Extension publications on these topics were available, so they were chosen as an introduction to the program. One publication was selected to be enclosed with each letter.

Mailings were made on Mondays for 8 consecutive weeks. Each mailing consisted of a letter and enclosure. The letter briefly explained the enclosed publication and encouraged the reader to study it and to apply the information.

The first letter introduced the Cooperative Extension Service and its activities, as well as the county Extension adviser. It explained to the recipient that she had been selected to receive the series of booklets, and would be asked to evaluate the program.

The following topics and publications were covered during the 8 weeks:

- Foods (Protective Foods for Buoyant Health in Work and Play);
- Laundry (Better Washdays);

Help by Mail

for young homemakers

by

Mrs. Marian Paddick
Extension Home Economist
Lawrence County, Illinois

and

Miss Geraldine Acker
Extension Foods and Nutrition Specialist
University of Illinois



A young homemaker takes her weekly letter from the mailbox.



Getting the "husband test" are the rolls this young homemaker made from a recipe in the bulletin "Thrifty Recipes Using Homemade Mixes."

vided new ideas in a concise and understandable form.

Most of the recipients said they would not take time to read a lengthy report. It was concluded that this weekly series was more effective than sending all the publications in a single mailing.

Many of the women said they shared the information with at least one other person, and they listed the names of 70 others who would appreciate receiving the series. Five of the young homemakers plan to attend Extension education programs regularly.

From the viewpoint of the Extension worker, the "Help-by-Mail" service was successful and worth repeating. A second series of letters has been planned for 125 young homemakers. New topics will be included in these letters, and mailings will be semimonthly for 16 weeks. □

It's all right to say "halo blight" in Idaho these days. Bean people talk about it without locking the door and pulling down the shades. The disease that had the bean business on the ropes a few years ago has been whipped. A multi-million dollar enterprise has survived the threat and is growing faster than ever.

A combination of punches by research, Extension, and the industry overcame the blight which since about 1963 had threatened to destroy Idaho's reputation as a major source of bean seed.

Because of the Idaho climate, good growing conditions, and high standards of purity, Idaho seed was highly regarded. Bean growers throughout the country looked to Idaho—particularly several counties in Magic Valley—as the home of the best.

That position is maintained today, but when halo blight appeared, there were fears that the business was going to pot. Since Idaho provides about 85 percent of the Nation's garden bean seed and a large portion of the seed used in producing dry edible beans, blight was a stunning blow.

Halo blight is a plant disease caused by tiny bacteria. It may reduce yield. More important, even a trace disqualifies seed. The most prominent symptom is an area on the leaf that looks like a grease spot. The spot is usually surrounded by a halo.

Leaf lesions generally enlarge rapidly and chlorotic zones become prominent. Stems and pods are affected. Plant vitality is sapped. Scientific terms for the blight and its devastation are complicated. They add up to big trouble.

Every Idaho bean grower was alarmed when plant pathologists diagnosed the disease. As the shock wave

Idaho whips bean blight

grew, farmers and seed companies organized a counterattack. They marshaled the knowledge and advice of the University of Idaho's Extension and research services, USDA, and the Idaho Department of Agriculture.

They also organized a grower cooperative to take some of the financial sting out of the haymaker. Members of the South Central Idaho Bacterial Blight Control Association built a fund on acreage payments to ease the loss of infested fields plowed under.

County agents played a leading role in educational programs that analyzed the situation and resulted in courses of action. Wilmer Priest of Jerome County; Don Youtz of Twin Falls County; Vance Smith of Minidoka County; and Ed Koester of Gooding County were particularly vigorous advocates of cooperative programs to save the industry. Priest was elected secretary of the control association.

Plant pathologists intensified research and advocated long-range control methods. They developed a 48-hour method of detecting halo blight in seed. Earlier methods took weeks. Illustrated publications of the College of Agriculture helped growers recognize the disease in fields. Early detection was essential to prompt destruction and prevention of spread to clean fields.

Farmers were encouraged not to plant beans again for 3 years on acreage with halo blight. They were also advised not to allow machinery, livestock, or people in fields wet with dew or rain. The blight can be spread by such contact. Sprinkler irrigation was discouraged. All precautions were observed by most growers.

by

Cedric d'Easum
Extension Editor
University of Idaho



The spot on the leaf gives halo blight its name.

A quarantine on bacterial diseases of beans requested by the seed industry was put into effect by the Idaho Department of Agriculture in March 1965. The quarantine required that all bean seed planted in Idaho be field and windrow inspected.

In laboratories of the University of Idaho at Moscow, serological tests of beans were conducted by Harry Fenwick, Extension plant pathologist, and J. W. Guthrie, experiment station plant pathologist. Intensive studies were made at the Twin Falls branch experiment station by L. L. Dean and the late L. Laferriere of the College of Agriculture, and Clyde Butcher of the State Department of Agriculture.

Halo blight appeared in southwestern Idaho after the original outbreak in Magic Valley. The Idaho Bean Commission, already involved with the problem, again joined in a campaign on the new front.

The Southwestern Idaho Bacterial Blight Control Association was formed with the same structure and function



Dr. Harry Fenwick, University of Idaho Extension plant pathologist, made laboratory tests of beans for evidence of halo blight.

as the pooling group in Magic Valley. The main thrust, however, was in Magic Valley.

Representatives of such organizations as the Grange and Farm Bureau joined in advancing control efforts in both districts. All hands recognized the need for determined and thorough action.

Results were soon evident. As infected crops were destroyed, as spread was curtailed by restricting traffic

from field to field, and as bean seed was subjected to thorough inspection, the menace was reduced.

The incidence of halo blight in 1965, 1966, and 1967 decreased progressively even though more acres were inspected. During the 3 years, 90 percent of the infested acres of dry edible beans were the Red Kidney variety. Most of this infested acreage was detected and destroyed in 1965. Blight also attacked many other vari-

eties of economic importance. On these varieties, too, there was marked improvement during the 3 years.

Recovery cost money as well as patience, sweat, and brains. In 4 years, Idaho growers spent more than \$800,000 through their blight control association. Additional funds were used by USDA's Federal Crop Insurance program. Private seed companies spent half a million dollars.

"Results indicate that cooperative work of all segments of the bean seed industry is effective in reducing halo blight and should provide the means of production of disease-free seed," said plant pathologists in a report on several years of control. "Research, rigid inspections, and an effective quarantine on bacterial diseases will probably lead to further reduction of halo blight."

They did. About 2,800 acres were plowed in 1965. In 1966 the acreage was 879. By 1967 it was down to 659. Infested beans were destroyed in that year even though evidence of blight was slight. The industry took no chances. The tolerance was zero and the tolerance was rigidly enforced.

No blight was found during the entire season of 1968. Harold Finnell, manager of the Idaho Crop Improvement Association, said there were no rejections for that cause. Bean certification increased to more than 19,500 acres, a jump of 3,000 acres from 1967. Approximately 12,000 other acres were also inspected without a single instance of the disease.

Twin Falls, Jerome, and Minidoka Counties—the heart of the bean district and the area hardest hit by blight—were leading the pack again, more robust than ever.

From a delicate position shortly after halo blight was detected, bean production boomed back. Acreages increased and prices advanced, indicating restoration of Idaho's place in the business.

"Instead of old companies looking for new homes," County Agent Priest said, "two new companies moved into the area." □

Happiness is being clean. Happiness is knowing how to sew a button on your blouse or repair a rip in your little sister's skirt. Happiness is knowing that you can look pretty and well-groomed if you can launder your clothes. Happiness is being able to press your dress and hang or store it properly. These things are happiness, at least, to girls who attend White Oak Camp.

White Oak Camp is for boys and girls from extremely low-income families in the south central Missouri Extension area which includes Howell, Oregon, Shannon, and Texas Counties. These boys and girls would not otherwise have the opportunity to attend an organized camp or to participate in activities such as Scouts, 4-H, or church and school activities.

The camp is sponsored by the White Oak Camp Association, Inc. which was formed for the purpose of conducting camps for low-income children. The Camp Board includes representatives of public schools, civic and church organizations, the University of Missouri Extension Center, Public Welfare, U.S. Forest Service, Missouri State Highway Patrol, the Public Health Service, and other interested persons.

Charlotte George, area Extension home economist, coordinated the home economics educational program for the camp in 1968. The objectives of the program were:

- to teach basic clothing repair,
- to teach proper hand laundry techniques,
- to instill in the girls the desire to apply what they learned to their own situation,
- to help the girls get maximum use from their clothing through better use and care.

Eighty-nine girls from the four counties attended one-week camp sessions. They were divided according to age groups—8-9, 10-11, and 12-15. The girls came from varied backgrounds, but all were from small towns in the area or the surrounding rural communities.

Happiness is . . . knowing how to care for clothes

by
Charlotte George
Area Home Economist
Missouri Extension Service

Family income in all cases was extremely low. The source of income for most of the families is Aid to Dependent Children payments or part-time work in the timber industry. About 10 percent of the families have no known source of income. Many of the families have a long history of living in poverty.

The girls come from homes which are extremely dilapidated and have few, if any, modern conveniences. Sanitary conditions are very poor. Many of the girls' homes have no type of home water systems and either water must be hauled for the family laundry or the clothes must be taken to the coin-operated laundry. Many times neither is done.

Months before White Oak Camp, women in Extension Homemakers Clubs, Women's Division of the Chamber of Commerce, women's church groups, and other women's federated groups in the four counties collected and sized girls' clothing for use in the program. Before camp began, a workshop was held with 15 local leaders and eight University



of Missouri work-study students to outline the teaching objectives and methods to be incorporated in the White Oak Camp educational programming.

The campers came to camp with only the clothes they were wearing. They brought no sleepwear or change of clothes for the next day. As a group, they had little confidence in themselves, and they had little knowledge of personal hygiene. Some were very shy and others were overly aggressive.



A leader, upper left, helps a girl hem the dress she has chosen. Lower left, a camper concentrates on making her stitches neat and straight. Another young camper, above, tries her hand at threading a needle.

At the beginning of the camp week, the girls were given the opportunity to choose their garments from the "White Oak Camp Style Shop," which contained the used clothing that had been collected. The leaders and work-study students helped the campers learn how to measure for size of clothing, how to replace a button, how to take a hem, and how to make hand stitches such as the stab stitch, back stitch, slip stitch, and overcast stitch.

Using the items of clothing they

had chosen and repaired, the girls learned proper hand laundry techniques. The groups were small, and each had a leader and a work-study student as instructors. The groups discussed the sorting of clothes, and the girls did some actual sorting of articles for laundering while they learned the "whys" for sorting.

Importance of pre-treating stains and the methods for stain removal were illustrated through actual removal of some stains. Emphasis was placed on quick treatment and pre-treating of such stains as blood, body oil on collars, and perspiration. Many of the campers are responsible for the family laundry and were quite receptive to the importance of sorting and how it affects the appearance of the laundry.

The girls learned about the care of delicate fabrics found in lingerie as compared to the care of fabrics in school blouses, skirts, and dresses. They discussed the importance of body

cleanliness and its effects on the life of garments.

Instructors gave the girls tips on buying laundry supplies. They explained why it is necessary to use detergents in areas with hard water. Demonstrations gave the girls an opportunity to see actual results. They were reminded that clean rainwater is excellent for doing laundry, and also for shampooing hair and bathing.

Demonstrations on the use of bleach and how pinholing is caused were given, with emphasis on the fact that bleach is intended for removing stain, not soil. Proper sudsing, as well as proper and thorough rinsing, were stressed. When the laundry was completed, the girls were assigned clotheslines and were shown how to hang clothes for line drying.

The girls were insecure and indifferent, and some were a bit rebellious toward the used clothing and the laundering of their underwear. But when they saw the improved appearance of the garments and how their personal appearance had changed, they were anxious to participate. Each night after showers, the clotheslines indicated the girls' interest and the progress made by the teaching sessions.

The last night of each camp, the girls modeled their repaired, well-laundered, and well-pressed garments in the White Oak Style Show. Many of the girls were able to repair and launder as many as three complete outfits which they could add to their personal wardrobes.

Throughout the summer, similar programs were continued at youth centers in the campers' home communities with the work-study students in charge. Here, the girls received further instruction and individual help.

The White Oak Camp Board felt that the laundry workshop provided the campers with basic learning experiences which they could not have obtained from any other source—and they have requested that the program be repeated in 1969. □

Lime profit Hiker

by

Tom Byrd

*Associate Extension Editor
North Carolina State University*



How can Extension workers breathe new life into a subject that has been promoted for 50 years?

This was the challenge facing the North Carolina staff as it set about increasing lime usage in the State.

Excessive soil acidity has concerned Extension workers for decades, especially in the South.

The full magnitude of the acidity problem was revealed by the planning for Target 2, the State's long-range Extension program. County after county listed acid soils as a major deterrent to profitable crop production.

A State-level analysis revealed that Tar Heel farmers were using about 750,000 tons of lime annually. About 2.7 million tons were needed to bring all soils in the State up to the optimum pH level.

After that, 1.2 million tons would be needed annually to maintain the proper pH. Thus, intensified agricultural practices were causing the acidity problem to grow worse each year despite the progress that had been made in liming.

But how was the problem to be tackled? Should each county continue to promote proper liming? Or would a statewide campaign be better?

Extension Director George Hyatt called in a group of farm and agribusiness leaders to help answer the question. Their verdict: we need a statewide campaign to support individual county efforts. The success of similar campaigns in Alabama and

Georgia weighed heavily in the decision.

Dr. Hyatt appointed a 20-man steering committee with the following representation:

- county Extension workers;
- farmers;
- lime producers and vendors;
- fertilizer dealers (many of them also handle lime);
- railroad people (all lime used in North Carolina is shipped in by rail);
- campus research and Extension personnel, including members of the information staff; and
- members of other agricultural agencies, including ASCS and the N.C. Department of Agriculture.

The Committee decided to direct the campaign at farmers and people with an interest in farming. Although many non-farm homeowners and gardeners also have acidity problems, an appeal to them might have flooded the soil testing facilities.

Since one of the best ways to appeal to farmers is through the pocket-book, campaign messages emphasized the dollar and cents value of liming. "Lime—the Profit Hiker" became the campaign slogan. The added income that could be expected from proper liming was placed at \$40 million, a figure which is being highly publicized.

The Steering Committee recognized that the ultimate success of the campaign would occur at the county level. A series of meetings with county agents enabled Steering Committee

members to solicit ideas from them and to apprise them of available assistance at the State level.

A major goal of the Committee was to provide publicity materials to the agents. These materials eventually included:

—A 12-minute color film. Filming went on for an entire crop season, which is one reason the campaign preparations took 15 months. Seventeen prints were made, several of which were sold to commercial firms.



Applications like the one above will help North Carolina realize its goal of a 40 percent increase in lime use. Soil testing in North Carolina has increased about 25 percent since last fall. At left, with some of the samples, is Dr. Preston Reid, director of the State Soil Testing Laboratory.

—Two slide-tape sets. One set used a serious approach; the other used cartoons to get the message across. Three versions of the serious set were made, one for each geographical area of the State. The cartoon set, for more general audiences, was contributed by a commercial firm.

—An array of publications. Included were a semi-technical publication for agricultural workers and top farmers, a popular publication on the campaign itself, and a question and answer publication on liming for general farm audiences. Covers were also provided for county publications.

—Radio tapes and news stories. A series of 3-minute taped interviews with commodity specialists were offered to agents for local radio programs. Fill-in news stories were also provided.

—Other publicity materials; including special letterhead, envelope stuffers, posters, bumper stickers, exhibit suggestions, a folio of pictures, a list

of promotion ideas, and rubber stamps. One county promotion idea, which was widely accepted, called for a local official to take a soil sample on the courthouse lawn.

About \$12,000 was contributed to the campaign, mainly by the lime manufacturing and railroad industries. This money defrayed much of the out-of-pocket cost, enabling the counties to get publicity materials free.

The Steering Committee also launched statewide publicity to coincide with the campaign kickoff, including an animated 58-second cartoon for television stations, special magazine articles, and spot media announcements. Newsmen from the larger mass media companies were also involved.

The Committee reached and worked through organized groups. Specialists and administrators discussed the campaign with statewide commodity groups, trade associations, and professional societies.

The Committee made the "old problem" sound current by emphasizing new research and citing the effects of modern cultural practices on soil acidity. The "why" of liming was emphasized, since agents felt that this topic was poorly understood by most farmers.

Transportation was a major problem. Farmers said they would use more lime if they could get it at the right time. Lime dealers said railroads were slow in making deliveries. Railroads said most lime orders came when their cars were tied up with grain shipments.

As a result, a longer liming season was promoted. Farmers were urged to take soil samples and place their lime orders soon after harvest. Dealers were urged to stockpile lime, and the railroads agreed to make more cars available.

Many similar problems were solved as a result of the new communication channels. The State Soil Testing Laboratory also switched to a computer system in anticipation of more soil samples.

Participating in the campaign kickoff in September 1968 were the Governor, a leading farmer, the director of Extension, the chancellor, the commissioner of agriculture, and a host of newsmen.

Most counties launched their local campaigns in the succeeding weeks. The counties organized lime committees, and in some instances development associations promoted lime on an area basis.

The campaign will probably continue for another 2 years or as long as more lime is needed. A general goal of a 40 percent increase in soil testing and lime usage has been set.

Two unexpected things happened at about the time the campaign was launched. First, a prolonged drought hit the State—the worst in 40 years. Farm income for 1968 was cut by about \$140 million, which represents about 15 percent of the State's total income from crops. Many farmers were forced to take a second look at capital investments, such as liming.

The second unexpected event was the first commercial development of limestone deposits in North Carolina.

Lime sales in the State during 1968, which covered the first 3 months of the campaign, exceeded 1967 sales by 105,000 tons. No figures are available on lime sales in 1969. Soil testing, however, is running about 25 percent above normal.

Several North Carolina State University graduate students are evaluating the campaign. The methodology will be studied, and farmers are being interviewed to determine their "before and after" attitudes toward lime.

The Steering Committee will continue to meet and discuss ways of maintaining the campaign momentum. One committee proposal under consideration is the involvement of more young people in the campaign. Another suggestion is to hold training schools for lime handlers and other persons who need a greater technical knowledge of liming. □

The Waller County, Texas, Family Living Committee realized a need and focused on it—health.

Waller County's 13,000 people were served by one hospital, five medical doctors, one nursing home, one school nurse, and no county health unit. That was 5 years ago.

Today, Waller County has preschool vision screening, a Candy Stripe program, added school nurses, TB testing, and a campaign to help more children enter school without difficulty.

The Candy Stripe program in Waller County began 5 years ago, sponsored by the Home Demonstration Clubs. Candy Stripers are young hospital volunteers throughout the country, so named because of their striped uniforms. Of Waller County's 76 teenage Candy Stripe volunteers, several have decided to become nurses.

Linda Aaron is the first Candy Striper to graduate from nursing school.

Linda likes the variety of nursing. Her biggest problem? "Children won't keep thermometers in their mouths. They keep taking them out to say 'Don't give me a shot!'"

Before the Candy Stripe program, 18-year-old Evelyn Poole had planned to teach math and English. "But that sounds dull after hospital work," she smiled. She now plans to be a registered nurse.

The Candy Stripe program includes 10 hours in class and 40 hours of volunteer service in the hospital each summer. Girls may choose to train in Brookshire Nursing Home, Hempstead Hospital, or Prairie View College Clinic.

Classes are not on medical subjects. The volunteer teenagers study hospital ethics, democratic leadership, Menninger's qualities essential for maturity, human behavior cycle, process of learning, and developmental tasks of teenagers.

The last, said Evelyn, was "so we could get along with others and work with them."

The girls have their own work

Improving community health

by

Jane Pretzer Martin
Assistant Editor—Home Economics
Texas A&M University

station at the county hospital now.

"Their help was invaluable," said one hospital supervisor. "The girls saved the regular hospital employees millions of steps and gave them time to go about their real jobs as nurses."

"I believe in leaders," states County Home Demonstration Agent Vivian Goodrum, who makes good her beliefs.

Leadership roles for the county projects stem from interest. "The county is receptive and cooperative. Those interested in service serve," Miss Goodrum said.

But, she added, "we are far away from what we want to do."

Leaders make the programs possible. TB testing was done through local volunteers, the TB Association, and the Texas Tubercular Skin Test program.

In preschool vision screening, about 300 volunteers helped plan and execute work in five communities.

"This program is one way to be sure that your child has at least an equal start in school," explained Mrs. Joyce Smith, family living committee chairman.

Vision problems handicap children from the time they enter school and ultimately may cause them to become school dropouts, Mrs. Smith added.

"The vision screening program is another approach to preventing school dropouts."

Last year, 312 preschoolers were tested for eye muscle imbalance and amblyopia. Thirteen were unable to complete the vision examination sat-

isfactorily and referral letters explaining their difficulties were sent to their families.

Several children's sight was saved.

One child tested had something wrong with an eye. He had been hit with a stick, he said. Volunteers urged him to see a doctor, who found the boy had lost sight in one eye and infection could endanger the other.

The women leaders from the Family Living Committee and the County Home Demonstration Council and Clubs are trained by professionals from the Texas Society for the Prevention of Blindness.

All programs are aimed at each county family. But many are not reached because they can't read, said the agent. So the committees work through churches, mass media, 4-H Clubs, Home Demonstration Clubs, schools, civic clubs, and medical facilities.

Exhibits, posters, personal visits, and telephone calls publicize projects. Even the grocery stores helped the vision screening program with specially designed sack stuffers.

To have the people's awareness was essential for all projects, but it was the key to one—parents of preschool children were not aware their children might not be accepted into school. Many did not have birth certificates because children often were born at home under care of unregistered midwives.

So brochures about getting preschoolers ready for first grade were prepared and handed out at schools, vision screening stations, and other



In Waller County's focus on its health problems, one program benefits another. Candy Striper Evelyn Poole, at left, plays a game with a preschooler before he is screened for vision problems. A volunteer worker, below, tests another youngster for eye muscle balance.

meetings. Schools cooperated to get names for a mailing list to announce programs.

The brochures explained how to get birth certificates and urged parents to start procedures soon enough for children to begin school.

Other major health problems plagued the Texas county.

In one area, the city dump was located higher than the town and it drained into homes in one part of the community. Safe water became crucial and the Extension Service sponsored awareness programs on safe use of water in those homes.

People became aware of what they could do about having a safe home water supply. Improper use of pesticides, poor location of farm buildings, and poor well construction caused well contamination in rural areas.

This program especially involved men. Women encouraged husbands to attend meetings. Extension civil defense and pesticide specialists from Texas A&M and the county agricultural agents helped.



Why were the programs so successful and well received? Because the people planned them, states Miss Goodrum. She believes the Family Living Committee is a natural place to start in studying the county people's needs.

"This is one program that really got where people had little knowledge and understanding. Once it got started, there were enough people with loss of sight and other experiences to get the ball rolling."

Where will the program go now?

It is expanding. Home Demonstration Clubs and the Young Women's Club are studying venereal disease and use of X-rays. A campaign is on to persuade local businessmen to have employees in restaurants and grocery stores tested for TB.

Red Cross first aid and home nursing training programs were conducted for about 180 youth and adult leaders.

"It is just a beginning in helping people learn about and recognize their own needs," said the agent. □

an exercise in citizenship—

4-H government day

by

Thayne Cozart

*Assistant Extension Editor
Oklahoma State University*

Young folks go where the action is. They're not content as spectators. That's why the Cherokee County, Oklahoma, 4-H Government Day was such a roaring success—it provided both action and participation.

For 4 months the focus was on 4-H Clubs and government in the county, thanks to imaginative planning on the part of the county 4-H leaders and the Extension staff—director Robert Kennedy, 4-H agent Charles Lester, and home economist Cleo Bryan.

Kennedy reports that 4-H leaders at a monthly meeting asked, "How can we get our 4-H'ers interested in local government?" Learning by doing seemed the most effective way.

The Extension agents presented the idea of Government Day to local officials, who responded enthusiastically and cooperated fully.

A program designed as a first-hand practical lesson in local government evolved—the 4-H'ers would hold an "official" election and serve a day in office with the regular officeholder.

In January each 4-H Club was assigned one or two government offices to fill through the elective process. All members over 12 were eligible to file for office.

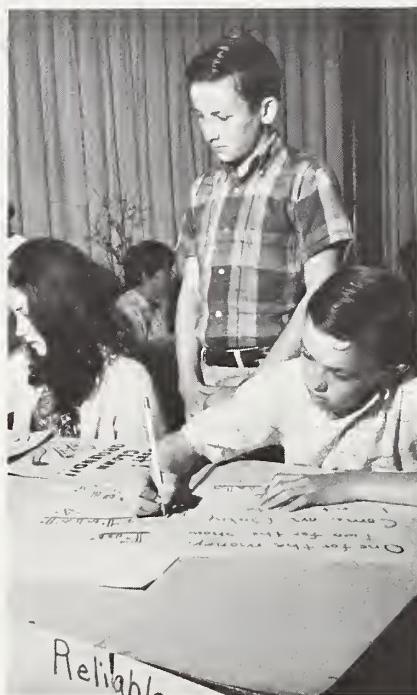
Each club chose a secretary to accept the filing papers of the candidates. Lists of eligible 4-H voters were compiled and each voter received a registration card.

A typical political campaign complete with speeches, debates, posters, handouts, and handshaking was waged

in each 4-H Club. Many prospective officeholders selected a campaign manager.

Mrs. Delphia Corn, Stone Chapel 4-H leader, noted, "The campaigns were constructive affairs with debate hinging on the issues, and remarks limited to constructive criticism."

Forty-three smiling politicians emerged from the elections after Allen Gourd, official secretary of the Cherokee County Election Board, certified the results as he does in all normal elections.



During the next 2 months, pictures of the elected 4-H'ers and the regular officeholders ran in the Tahlequah newspapers, keeping Government Day in the public eye.

The 22 office winners and an equal number of first alternates served in their elected offices with the regular officeholder April 18, which by proclamation of Tahlequah Mayor Dean Bridges was "4-H Government Day."

"We're proud of the interest our 4-H'ers have shown in local government," the mayor reported, "and we in government thoroughly enjoyed serving with our elected 4-H counterparts."

Mrs. Bob Johnson and Lee Stout, leaders of the Lowrey 4-H Club, agreed that "our 4-H'ers probably know as much about the elective process as most adults. They could register and file for any office now, and they've had a first-hand look at government in action."

The 4-H'ers highlighted Government Day with a reception and banquet for U.S. Senator Fred Harris.

Senator Harris cited the real meaning for 4-H Government Day as "your response to the unprecedented yearning of your generation to serve your fellow man. What better step could you have taken than learning to help others through the instrument of good government?" □



The 4-H'ers, above left, apply their artistic skills to the task of poster making. At right, a 4-H'er casts his secret ballot at a properly arranged voting booth.



LATEST INTRODUCTION—MULTICOUNTI CONFUSUS

Agro-10-40

borrowing TV tactics

by

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Vermont county agents have never been noted for being a dull audience. Still, we knew that our recent all-day agronomy refresher course needed to be challenging. It followed 2 days of presentations in another subject area, and everyone was getting tired of sitting.

Taking a cue from the recent popular television variety shows which bombard audiences with rapid successions of "mini-scenes," we named our program "Agro-10-40"—representing forty 10-minute presentations on agronomy.

The main consideration was for short, snappy, visualized presentations. A liberal sprinkling of humor, well-suited to the audience and related to subject material, was an important ingredient of success.

During the warm-up for Agro-10-40, 62 colored slides were shown in quick succession. Some were cartoons, many were humorous, and at least half were pictures of the partici-

pants themselves which had been taken over the past 20 years. This segment was so popular that it was repeated after the lunch break.

Each member of the small agronomy research staff presented several segments. Four area agents each did two spots, and the Extension agronomist did 12—seven with charts, three with slides, and two using handouts.

At first, there was skepticism about the brief time segments. But when subjects were broken down, the time proved sufficient. A turf presentation, for example, was broken down to bluegrass varieties, fescue varieties, shade tolerance, and thatch control. The complexity of lime deficiency syndrome was divided into segments to show how it related to aluminum, boron, potassium, and a mysterious unknown.

No related topics were dealt with consecutively; no speaker was allowed adjacent time segments. If the audience had to run to keep up with the change from "date of corn planting" to "soil drainage" and "alfalfa management"—fine!

Brief note-taking was encouraged by means of a program schedule consisting of only numbered inch-long spaces on five sheets of paper.

Informality was the rule of the day. There were no leaders, directors, or department heads except in the audience. This allowed the Extension agronomist complete flexibility and prevented speakers from feeling rushed. If one took 11 or 12 minutes, the Extension agronomist could com-

Visual aids were important to the short, snappy segments presented by the Extension agronomist, Winston Way.

pensate with an 8- or 9-minute segment. Only twice was the use of a kitchen timer bell necessary.

There was even time for a question following a few presentations. Most questions, however, were held for special half-hour periods just before lunch and at the end of the day.

Humor was injected at irregular intervals. Two agents who are popular story-tellers were cued to present one from time to time. Brief ones were best. Others got the idea and there were several of a more spontaneous nature.

Another form of diversion was the use of "subtitles" like those which appear on the popular TV shows after which the meeting was patterned. About 40 pieces of adding machine tape, each 4 feet long, were nailed to a board one on top of the other. One was torn off every 10 minutes to reveal a new piece of humor related to the upcoming topic.

Apart from the humor, which always makes or breaks a dull day, Agro-10-40 made a refreshing impact on an otherwise tired audience. The technique of education by short but well aimed bursts provoked enough comment to warrant further use.

We plan to adapt it, on a much reduced scale, to some Extension audiences. Ten-minute segments are long enough for most purposes; if the program is only an hour, 5-minute segments might be possible. After all, the TV comedies measure their time in seconds. □

Many of America's rural people still suffer from hunger, poor health, sub-standard housing, limited transportation opportunities, illiteracy, and unemployment and underemployment.

On the other hand, many private and public agencies have the resources to solve many of these problems.

Recognizing the need for getting the two parties together, Missouri has created a demonstration program called "Operation Shirtsleeves." Its purpose is to quickly mobilize at the county level the resources of the USDA; Department of Health, Education, and Welfare; Department of Labor; Office of Economic Opportunity; other Federal, State, and local agencies; and the University of Missouri Extension Division in a concerted action to combat these problems.

Through "Operation Shirtsleeves," the county representatives of various agencies can meet with representatives of the poor to:

- jointly identify pressing problems facing the rural poor;
- review the vast array of programs which are immediately available; and
- suggest ways to coordinate these programs to immediately allocate resources to the problems.

Within 60 to 90 days after the shirtsleeve problem-solving exercises, the programs initiated through them begin to show results.

Getting the project started took a lot of cooperation. Working through a State rural poverty advisory committee, the Missouri Extension Special Projects Director chose 70 low-income rural counties in which to try the program. The committee consisted of regional and State representatives of USDA, HEW, Labor, OEO, and representatives of the poor. Most of the counties they chose were located in Missouri's eight multi-county regional planning commission districts.

A "train-the-trainer" format helped get the action started at the local level. Representatives of the agencies on the advisory committee selected quali-

by

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Operation Shirtsleeves

fied members of their county staffs to attend a 2-day regional training workshop. Participants were chosen on the basis of their interest, motivation, and aptitude for initiating and conducting an action program.

The workshop showed them techniques for conducting 1-day "shirt-sleeves" workshops in their counties, involving agency representatives and poor people.

All counties and all agencies were equally involved, to insure that no one was expected to shoulder major responsibility—this made it a true interagency effort. Representatives of the poor were carefully selected from throughout the region and were hired as "citizen consultants" to the regional workshop.

The regional workshop format included:

- representatives of the poor identifying the immediate serious problems facing the rural poor;
- agency representatives reviewing services they can provide;
- development by the entire group of a model plan of attack for the major problems which had been identified; and
- discussing methods and techniques trainers could use to reproduce the district workshops at the county level.

The 1-day county workshops are much like the regional workshops, only on a smaller basis. Often the participants discover a problem which cannot be solved by one agency—but the ensuing dialogue usually creates an interagency solution which might never have been developed by one or two individuals working independently.

To date, six regional training workshops have been completed and about 30 county workshops have been conducted. The quality of the county workshops has been varied.

Some have been dominated by agency representatives who smothered the poor with information but did not provide an opportunity for them to respond; in these instances there has been no commitment to immediate action.

In other workshops, the poor have been given the floor immediately, and agency representatives have confined their attention to offering resources to solve the problems they pointed out. In these cases, immediate action was taken and some of the problems were solved.

These are also the counties where the agency-poor relationship has blossomed and additional programs and services continue to flow to those in need.

Some examples of the programs generated as a result of the county workshops include:

Transportation — Families with transportation problems are being identified by the county welfare staff and the Community Action Agency. Names are being referred to the local ministers' association, who will arrange for church members to "adopt" specific families and provide them transportation to commodity distribution centers, doctors' offices, etc. In some counties, the Extension home-maker clubs are providing the transportation.

Medicare Sign-Up—Agency staff members, using a list provided by the Social Security representative, will encourage their eligible clientele who have not already signed up for Medicare to do so. They will also arrange meetings between these persons and the Social Security representative.

Commodity Food Program—Workshop participants in one county agreed to unite in an attempt to initiate the Commodity Food Program in their county. As a result, the USDA Con-

sumer and Marketing Service is investigating the possibility of extending this service to the county.

Day Care Center—An FHA supervisor and a county welfare director met with a local person who wanted to establish a day care center for children of working mothers. The welfare director reviewed the regulations for such an operation, and the FHA supervisor is investigating the possibilities of obtaining a loan to remodel a home to provide the proper facilities.

County Health Unit—Workshop participants agreed to attend meetings to organize a county health unit. The workshop chairman is serving as a liaison between the health unit planning committee and the State district health personnel.

In addition, the various agency staff members often made appointments with the low-income participants after the meetings in order to help solve their particular problems.

After 6 months of experience, the "Operation Shirtsleeves" demonstration project has yielded the following findings:

Low-income citizen representatives at the Scott County, Missouri, Operation Shirtsleeves workshop discuss a strategy for alleviating poverty in the area.



—the most important pressing problems identified by the rural poor, in addition to low income, are shortage of transportation, inadequate or dilapidated housing, insufficient health services, insufficient supply of nutritious food, and limited employment opportunities.

—The "train-the-trainer" strategy is effective, if the agency representatives at the State level commit themselves to cooperate with the program, transmit this commitment to their regional and county staff members, and carefully screen the staff members they choose to lead the county programs.

—Representatives of the poor are a vital ingredient in both the regional and county workshops. Their observations, ideas, and charisma are the catalyst which keeps the meetings relevant and often ignites action. For best results, these low-income representatives should be persons who feel comfortable in a group setting and are able to identify problems and articulate needs to the group.

—The workshops have proven valuable in that the Federal agricultural agency personnel have learned much about the economic, welfare, rehabilitative, and social programs of State agencies. The State agency personnel have become familiar with the resources available through the USDA. More referrals are being made between Federal and State agencies as a result of the meetings.

—The principle of inviting a large number of different agencies into the program and equally apportioning the commitment of manpower to conduct the county sessions has worked successfully. Best results, however, have occurred in counties where co-chairmen have been selected from the Technical Action Panels and the Community Action Agencies, and the planning and administration of the workshop has been a shared experience. The TAP representative is effective in recruiting the agency personnel, and the CAA designee assumes responsibility for identifying and inviting the representatives of the poor to the session. □

"... teach him to fish . . ."

The recommendations of the Long Range Joint Study Committee on International Extension and sending the team of county agents to South Vietnam to help increase food production will likely go down in history as landmarks in the war on world hunger. The first is an expression of felt responsibility. The second is an example of successful application of the principles and practices of Extension work in the United States to a situation in an entirely different environment.

The success of Extension in the United States is legend among those familiar with its growth, development, and accomplishments. Extension was the solution to the riddle of how to move scientific know-how from the Experiment Station fields and laboratories to the farm. With this, plus their own ingenuity and drive, American farmers moved from a "forgotten society" to the mainstream. Our international efforts are designed to show developing nations how to do the same thing.

The basic concept of international Extension is to assist local officials to organize their Extension services, train local Extension officials and workers, and develop the necessary local action programs. There are many examples of the successes of this concept.

The Vietnam effort is more intensified than our other international projects. U. S. workers assist Vietnamese farmers directly as they help train the local Extension workers. The urgency generated by the war demands the intensification.

This effort also provides the opportunity to test the U.S. Extension concept on a large scale in a different environment. The Vietnam Agricultural Advisory Corps

has proved dramatically that farmers in developing nations and subject to a different culture are receptive to improved production practices, use of improved varieties, and modern management techniques.

The teaching methods successful in the early days of Extension in this country are equally effective in Vietnam. They include starting with the farmers where they are, result and method demonstrations, and then helping and encouraging farmers to do the same thing on their own farms.

Examples of success include the introduction and growing of a new rice variety, Than Nong-8 (IR-8 developed in the Philippines). In just a little over 2 years, plantings of this variety have grown to about 118,000 hectares. The new variety yields about three times as much as native varieties.

Better poultry production methods promoted by workers in the VAAC have helped Vietnamese farmers reduce the growing time of broilers by 10 to 15 days.

With the joint expression of responsibility by both U.S. Department of Agriculture officials and land-grant college officials, along with a proven concept for increasing agricultural production, the Extension idea has the potential to help developing nations build a productive farm economy with all its benefits just as it has done for the United States.

It will no doubt become one of the decisive factors in "when" and "how" the world hunger problem will be solved by once again proving the truth of the adage, "Give a man a fish and he'll eat for a day; teach him to fish and he'll eat for a lifetime."—WJW